

# GLENN MADIGAN

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## Creative Leader, Brand Design & Packaging

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### Specializing in:

- Design systems
- Brand standards
- Packaging toolkits
- Marketing & messaging
- Agency partnership
- Project leadership
- Cross-team collaboration
- Draftsmanship / drawing
- Adobe Creative Suite
- Presentation tools

### Education:

Advertising Art Direction,  
Bachelor of Fine Arts  
Columbia College Chicago

### Contributions:

- Marketing & Digital Diversity Action Committee – Target
- The Brand Lab, Fellowship Ambassador – Target
- Creative Boot Camp Mentor, The One Club
- Masterclass Host, Skillcrush
- Workshop Leader, Learnapalooza Chicago

## Recent Experience

### Target

Associate Director, Creative

2020 – Present | Minneapolis, MN

#### Brand Design & Packaging | Current Team

- Develop creative identities & design strategies for multi-billion dollar private label brands and their packaging across categories.
- Lead and supervise internal & external teams throughout the creative process and production of assets (logos, illustration, brand voice, photography, etc).
- Launch new brands in close collaboration with brand management teams and other cross-functional partners (product design & development, insights, merchandising, in-store marketing, and more).
- Deliver concise and actionable feedback, support designers through revisions, and partner with production teams to ensure consistent execution that aligns with creative intent.
- Provide brand consultation across multiple channels – advise how brands show up and leverage assets for their specific needs.
- Partner with artists to develop storytelling assets for packaging.
- Thrive in the details: keen eye for design and quality control to ensure brand standards are upheld.
- Design with sustainability in mind: solve for design that will reduce waste/plastic without sacrificing customer experience.
- Present work and design rationale to executive level leaders. .

#### In-Store Marketing & Experiences

- Lead multiple concurrent marketing initiatives across categories including Entertainment, Movie Licensing, Toys, Grocery, Seasonal and more.
- Design for scale: consider complexity, budget, and sustainability for impact across total store chain (nearly 2,000 stores).
- Direct agencies, 3D designers, copywriters, illustrators, and photographers to execute against a creative & strategic vision.
- Oversee development of marketing materials in support of brand guidelines & assets provided by studios, publishers, streaming platforms and more.
- Drive omni-channel solutions: connecting physical & digital shopping.
- Advise on motion graphics in partnership with Video teams to develop cohesive content that's complementary to in-store toolkits.
- Advocate for diversity in the work and working teams. Amplify a wide range of identities in creative concepts & talent.

### Arc Worldwide/Leo Burnett

Associate Creative Director | Senior AD | AD

2015 – 2020 | Chicago, IL

- Assist management of the Retail Design Group – a multidisciplinary creative team specializing in brand experiences & retail innovation.
- Lead design processes and inform creative strategies in partnership with Business Leadership teams (account management).
- Concept and sketch ideas, and develop design toolkits for color, typography and photography.
- Advise on project timelines and team resources/bandwidth.

#### Additional Roles

- Magnani Continuum Marketing | Art Director | 2014 – 2015
- NSCS (Education non-profit) | Sr. Coordinator, Creative Marketing | 2013-2014